

a particular kind of clientele. Smithfield has traditionally been the dominant shopping center in the County, as we have seen.

This history tends to support its own continuation in the present and future -- nothing succeeds like success -- particularly where there are few newcomers to an area. But a loyalty developed over time is not a certain basis of support for a shopping district; witness the rather abrupt decline of Selma, and the rapid acceptance of Raleigh's Cameron Village. Another, probably more important, part of the explanation of Smithfield's disproportionate attraction is the network of interactions discussed earlier; the interrelationships between the various nonretail activities like the governmental and professional offices, banks, and so on, and the shopping facilities encourage people to shop in Smithfield during a visit which is primarily made for some other reason. In North Carolina the county seats are often the largest towns and the dominant retailing centers in their counties, though there are many exceptions, Tarboro, Nashville, Hillsboro, and Graham, for example. A third element in the explanation is that the goods and services available in Smithfield are particularly adapted to the needs and tastes of a predominantly rural population, as opposed to the more urban orientation of the facilities in Raleigh.

In order to make projections of sales to the trade area residents we need a set of population projections for the trade area. These have been derived from a series of Johnston County projections. To make the County projections, the population has been divided into small groups, each of which is of the same sex and race and within a five-year span of ages. It is assumed that each such group will experience the same mortality, the same rate of migration, and, for women, will bear children at the same rate as did the comparable